What is claimed is:

1. An apparatus for producing a bobbin of wrapping material having a pattern of additive material applied thereto, the apparatus comprising:

(i) means for supplying from a first bobbin a continuous strip of paper web of a wrapping material for a smokable rod;

(ii) means for applying a predetermined pattern of the additive material to the paper web;

(iii) means for controlling heat to which the paper web is subjected; and

(iv) means for winding the paper web onto a roll to provide a second bobbin of wrapping material, the wrapping material having the additive material applied thereto.

2. The apparatus of claim 1, wherein the means for applying a predetermined pattern of the additive material comprises a roll application apparatus.

3. The apparatus of claim 1, wherein the means for controlling heat comprises a means for providing radiant energy.

4. The apparatus of claim 1, wherein the means for controlling heat comprises a microwave unit.

5. The apparatus of claim 1, wherein the apparatus is adapted to employ a first bobbin of a continuous strip of wrapping material having a total length of about 6,000 meters to about 7,000 meters, and a width of about 25 mm to about 30 mm.

6. The apparatus of claim 1, the continuous strip of wrapping material having a longitudinal axis and two major surfaces, wherein the apparatus is adapted to apply the pattern to one of the major surfaces as a series of virtually identical bands, each band having an inside edge, wherein each band is essentially perpendicular to the longitudinal axis of the wrapping material, and wherein the apparatus is adapted to apply those bands spaced at no less than 15 mm and no greater than 25 mm from the inside edges of those bands.

7. A process for producing a roll of wrapping material having a pattern of additive material applied thereto, the process comprising:

(i) supplying from a first bobbin a continuous strip of paper web of cigarette paper wrapping material;

(ii) continuously applying the additive material to the paper web;

(iii) subjecting the paper web to application of heat; and

(iv) winding the paper web onto a roll to provide a second bobbin of wrapping material, the wrapping material having the additive material applied thereto.

8. The process of claim 7, further comprising subjecting the paper web to inspection after the additive material is applied thereto and prior to subjecting the paper web to application of heat.

9. The process of claim 7, whereby heat is applied using radiant energy.

10. The process of claim 7, whereby heat is applied using a microwave unit.

11. The process of claim 7, whereby the first bobbin provides a continuous strip of wrapping material having a total length of about 6,000 meters to about 7,000 meters, and a width of about 25 mm to about 30 mm.

12. The process of claim 7, whereby the pattern of additive material is applied using a roll application apparatus.

13. The process of claim 7, the continuous strip of wrapping material having a longitudinal axis and two major surfaces, whereby the pattern is applied to one of the major surfaces as a series of virtually identical bands, each band having an inside edge, wherein each band is essentially perpendicular to the longitudinal axis of the wrapping material, and wherein the apparatus is adapted to apply those bands spaced at no less than 15 mm and no greater than 25 mm from the inside edges of those bands.

14. A process for manufacturing a plurality of cigarettes each having a smokable rod circumscribed by a wrapping material having additive material applied thereto, the process comprising:

(i) providing a first bobbin comprising the wrapping material, the wrapping material two major surfaces;

(ii) mounting the first bobbin on a first machine;

(iii) unwinding the wrapping material from the first bobbin using the first machine;

(iv) applying the additive material in a pattern to one of the major surfaces of the wrapping material;

(v) ensuring that the additive material applied to the wrapping material has a solid form;

(vi) winding the wrapping material to form a second bobbin of wrapping material, the wrapping material having additive material applied thereto;

(vii) removing the second bobbin from the first machine;

(viii) mounting the second bobbin on an automated cigarette making apparatus; and

(ix) using the automated cigarette making apparatus to manufacture a continuous cigarette rod by wrapping tobacco filler within the wrapping material supplied from the second bobbin.

15. The process of claim 14, whereby heat is applied using radiant energy in order to ensure that the additive material applied to the wrapping material has a solid form.

16. The process of claim 15, further comprising subjecting the wrapping material to inspection after the additive material is applied thereto and prior to subjecting the wrapping material to the application of heat.

17. The process of claim 16, whereby heat is applied using a microwave unit.

18. The process of claim 14, whereby the first bobbin provides a continuous strip of wrapping material having a total length of about 6,000 meters to about 7,000 meters, and a width of about 25 mm to about 30 mm.

19. The process of claim 14, whereby the pattern of additive material is applied using a roll application apparatus.

20. The process of claim 14, the continuous strip of wrapping material having a longitudinal axis and two major surfaces, whereby the pattern is applied to one of the major surfaces as a series of virtually identical bands, each band having an inside edge, wherein each band is essentially perpendicular to the longitudinal axis of the wrapping material, and wherein the apparatus is adapted to apply those bands spaced at no less than 15 mm and no greater than 25 mm from the inside edges of those bands.

21. The process of claim 14, wherein applying the additive material comprises applying an additive material that includes an aqueous liquid.

22. The process of claim 14, wherein applying the additive material comprises applying an additive material that includes at least one starch-based material.